



NEWS RELEASE

CALIFORNIA SECRETARY OF STATE **KEVIN SHELLEY**

KS03:069

FOR IMMEDIATE RELEASE
Thursday, September 4, 2003

Contact: Doug Stone
Shirley Washington
916/653-6575

Secretary of State Kevin Shelley Announces Voter Outreach Plans for College Campuses

At U.C. Berkeley, Shelley Urges Students to "Express yourselves at the ballot box."

BERKELEY, CA – California Secretary of State Kevin Shelley today announced plans for a voter outreach drive on the state's college campuses.

"Young voters bring creativity and passion into the civic dialogue," Shelley said. "But the demographics of the electorate do not resemble the population at large, and that has got to change. When people don't vote, democracy suffers. Students can bring a new perspective, an energetic voice to the ballot box. I want to see students up and down the state vote in unprecedented numbers."

The outreach to college students is one part of a larger effort by Shelley to increase voter participation for the October 7 special election and beyond. The effort is intended to encourage registration and absentee voting through public service announcements, newspaper ads, and cooperation with community organizations.

At U.C. Berkeley today Shelley helped register voters on Sproul Plaza and spoke to a U.S. History class about the October 7 special election.

The student outreach program includes:

- Targeted email messages to students directing them to www.myvotecounts.org, Shelley's on-line voter participation site,
- A coordinated voter registration effort with student government and other student organizations,
- Distribution to students of multi-lingual voter information in English, Spanish, Chinese, Japanese, Vietnamese, Korean, and Tagalog,
- Airing of "My Vote Counts" public service announcements on campus radio stations, and
- Creation of intern positions in the secretary of state regional offices to target student voters.

Shelley is also working with University of California and California State University officials to make voter registration available when students sign up for spring semester classes.